Research Synopsis

COMMUNITY BASED TOURISM-
A model for sustainable development
Special reference to Kashmir (2000 to 2021)

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1.Introduction:-

Tourism is a growing market and is showing tremendous growth in this current scenario by spreading its arms all over the world. Tourism makes an enormous contribution to local economies, job creation and sustainable development, and can play a lead role in the transformation to the Green Economy, although it has not enjoyed the recognition it deserves at the tables of policymakers and world leaders (UNWTO, 2010). On one side it is generating positive fruitful results in the development of destinations, heritage, culture and economies and on the other side it is also creating challenges in the existence of destinations and other tourism products like culture, ecology, etc. Because of these emerging challenges a need to develop a safer approach towards tourism was raised, which leads to the emergence of Sustainable tourism. It is believed that participatory development approach would facilitate implementation of principles of sustainable tourism development by creating better opportunities for local people to gain larger and more balanced benefits from tourism development taking place in their localities resulting in more balanced benefits from tourism development and conservation of local resources and by increasing the limits of local tolerence to tourism. The success of tourism depends on the active support of the local population, without which the sustainability of the industry is threatened. Residents should be the focal point of the tourism decision making process (Choi and Sirakaya, 2005).

2. Statement of Problem:-

There are many problems which can be attributed to the undevelopment of CBT. As classified by Tosin , these barriers can be classified under three heads – operational, Structural and cultural limitations. Firstly, problems at the operational level include centralisation of public administration of tourism, lack of coordination and lack of information. Secondly, structural problems include attitudes of professionals, lack of expertise, elite domination, lack of appropriate legal system, lack of trained human resources, relatively high cost of community participation and lack of financial resources. Finally, cultural problems include limited capacity of poor people ,apathy and low level of awareness in the local community.

The problems to community participation in the tourism development process in many developing countries do not exist equally in every tourist destination. There should be the policies for wiping out these barriers and investigate preconditions for participatory tourism development approach. The strategies should be developed to operationalise this proactive tourism development approach.

3. Importance of Subject:-

Tourism has become a major agent of transformation in every society and destination. Local participation in tourism has been regarded as a positive force for change and passport to development. The principle behind local participation may be easy to promote , however the practice is far more complex. Participation of local people is a criteria often agreed on as an essential condition for development and sustainability of any new form of tourism (Poon, 1994). The ideal would be for communities to decide the form and function of tourism developments and have full control over any tourism in their location.

Kashmir with its vast potential and growing economy has immense potential for the sustenance of tourism industry. The development of a strong platform around the concept of community tourism is definitely useful for a region like Kashmir where more than 70 percent of the population resides in rural areas. Community Based tourism, if given considerable importance in kashmir can became source of creating employment and income. Visiting any rural area by the tourists is accompanied by various other income generating activities like trained tourist guides, trained cooks, hotels, stalls, etc. Community Based tourism can diversify the land use activities, create employment avenues and can reduce the rural poverty.

Status of Subject:-

Community Based tourism is gaining prestige all over the world as an alternative to mass tourism. The WTO (2002) points that sustainable tourism developed in certain geographical areas may become a fundamental tool in the economic development of and the reduction of poverty in certain areas. In order to implement a certain tourist product, there is a need to establish a suitable regional tourism policy based on three activities- training of local people and raising awareness, infrastructure and equipment, and promotion (Bringas and Isreal, 2004).

In India, we have many examples of the development of community based tourism such as in the states of Sikkim and Kerala. The Darap and Pastanga villages in Sikkim , where tourism has developed with the intervention of outside agencies that have involved locals in many roles.

Kashmir has the vast potential in the tourism sector. Most people live here in villages and far off places. The Kashmir is known for its natural beauty all over the world as paradise on earth. The destinations here can be developed all over the area with the help of locals. Some destinations have natural beauty that people from far off places go there for picnics even they are not so much developed. There are not even shops in these places. The examples are bungus valley, mund daxi, kalaroos, etc.

Objectives:-

1. To have conceptual analysis of community based tourism as a model of decentralisation of tourism.

2. To find out opportunities and barriers in the application of community based tourism in kashmir.

3. To find out the role of community based tourism in employment, income , infrastructure development, regional development in kashmir.

4. To provide some feasible suggestions that may provide valuable for the future development of community based tourism in kashmir.

Hypothesis:-

1. Community Based Tourism generates employment.
2. Community Based Tourism increases the income of the locals.
3. Community Based Tourism reduces the poverty levels.
4. Community Based Tourism reduces the regional disparity.
5. Community Based Tourism helps in making development sustainable.
6. Community Based Tourism helps in preserving the ecosystem and biodiversity.

Research Methodology:-

In this research the data from the secondary sources collected from various organisations like United Nations, World Tourism Organisation, World Travel and Tourism Council, Ministry of Tourism- GOI, Jammu and Kashmir Tourism Development Corporation and Directorate of Tourism (Jammu/ Kashmir) can be used. In addition to this data collected other reliable sources like articles, journals and newspapers can also be used.

We will also use the survey method in which we can prepare questionnaires to be filled by the participants or by the researcher himself. We can use the interviews . We can go by the case studies of different locations.

Review of Literature:-

The relationship between tourism and local communities was explored by Murphy (1985, 2004), Richards and Hall (2000), etc. Further researches will be explored linking of tourism with the benefits of community such as Pro Poor Tourism, Community Benefit Tourist Initiatives (CTBIs) (Simpsons, 2008), or Community Based Enterprises (CBEs) (Manyara and Jones, 2007).

Several case studies of Community Based Tourism have been studied in their context literature in Africa (Lepp 2007, Manyara and Jones 2007, Kibicho 2008) , Asia (Nyaupane et al. 2006, Okazaki 2008, Kayat 2010), Oceania (Dyer et al. 2003), Brazil (Guerreiro, 2007), Mexico (Bringas and Isreal, 2004) and Peru (Zorn and Farthing, 2007).

Limitations:-

The limitation of my study is that it will be confined to Kashmir valley only.

Research Design:-

My research shall have the following chapters:

1. Background of study
2. Research Methodology
3. Review of Literature
4. Economy of Kashmir and Tourism
5. Role of Community Based Tourism in Kashmir Economy
6. Community Based Tourism as a model of sustainable development of Kashmir
7. Community Based Tourism- impact on society and economy
8. Barriers to Community Based Tourism in Kashmir
9. Conclusion and suggestions
10. References.

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